

## **ABSTRACT**

Methods and systems for uploading, managing and delivering digital content, including streaming media. The system according to one embodiment allows receives digital content from the client, assigns a stream identifier (ID) to the content and stores the content. The client is given a playlist uniform resource locator (URL) for publishing on its web site, the URL including the stream ID. Activation of the URL by an end user causes the stream to be served to the end user, without the client receiving or providing an indication of the specifics of where the content was stored. An embodiment of the present invention provides a system and method that defines one or more remote sites associated with each client.